

**The West Virginian**  
"THE PAPER THAT GOES HOME"

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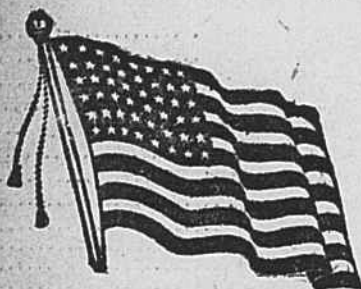
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WEDNESDAY EVENING, JUNE 11, 1919.



## THE AMERICAN'S CREED.

I believe in the United States of America as a government of the people, by the people, for the people, whose just powers are derived from the consent of the governed; a democracy in a republic, a sovereign Nation of many sovereign States; a perfect Union, one and inseparable, established upon those principles of freedom, equality, justice, and humanity for which American patriots sacrificed their lives and fortunes. I therefore believe it is my duty to my country to love it; to support its Constitution; to obey its laws; to respect its flag; and to defend it against all enemies.

## ADVERTISING.

MANY merchants have made up their minds that advertising does not pay. It may surprise these people to be told that advertising, which has proved its value by making possible many wonderful retailing successes, recently has been subjected to the scrutiny of some of the master business men of the country and found to contain wonderful possibilities. For instance, Frank H. Sisson, vice president of the Guaranty Trust company, in an address made this month said:

And advertising has played a very important part in creating and revealing to us the new conception of our national responsibilities and duties. America's frantic efforts and achievements during the war would not have been possible without the aid of publicity, which helped to make the "impossible" possible. Advertising was never before so universally recognized as one of the most powerful creative and constructive forces in the world.

That is the summary of a general survey of this most important subject. A more specific statement, toward the conclusion of the address, runs as follows:

That time has long passed, if indeed it ever existed, when advertising, under proper conditions, could be considered as an experiment or a speculation. It has long since become a demonstrated economic factor as a business builder and a clearly proven educational force. That it may not always, in all hands, operate with 100 per cent efficiency is no more a proof of its failure than an unsuccessful operation on the human body by a horse doctor would be a proof of the failure of surgery. Its call is for skilled men, broad men, who have thoroughly mastered the tools with which they must work, whose sense of public psychology is sure and true and whose vision of national opportunity is as broad as the world.

Today particularly invites the advertiser to lay up stores of good will and prestige for future markets. Now is the time particularly for advertising to be informative and educational, to help create new standards of living, to stabilize markets, to make life more comfortable and attractive, as well as more just and sound.

The world of business is turning over. The only clear thing in the retailing situation is that there must be more advertising and the merchant who leads the way will make the most money. The situation in Fairmont is more acute than it is in most towns. The whole city is being made over along with the general reconstruction. It is a situation

that calls for new adjustments. The wise business men will take heed of the times.

## FACING THE FUTURE.

YESTERDAY'S charter election resulted in accordance with anticipations. The opposition made a gallant fight, but a majority of the people realized that every obstruction to the future progress of this city should be removed and they voted for the new charter.

It should be realized, however, that the ratification of the charter solves not one of the municipal problems. The only thing it does is to give us a new platform upon which we may build a new city structure, and the next duty is to prepare for the election which is to be held in August.

The whole movement for better conditions in Fairmont will fail if the right kind of men are not put in office, and it should be understood generally at the outset that while the new charter was set up upon the bi-partisan principle, there is nothing in it which disfranchises third parties or municipal movements that really amount to anything. Much of the opposition to the charter was due to misinformation upon that point.

That fact probably will have an important influence upon the nominations of the two old parties. But however the tickets are made up the really important thing for all to remember is that Fairmont has now set its face in the direction of progress, and all of us should do what we can individually and collectively to help the movement along.

## MRS. MARY GOOSE AND RILEY.

WILL the poetry of James Whitcomb Riley live? A Kansas City newspaper asks this question, and it is an interesting one, too; for it involves all literary appeal in the matter of popularity and duration. Only Riley's child verse will live. His poems intended for the mature mind will not live.

This last classification of his work, for the most part, is of rural life, and while it has a refined, artistic and healthful appeal to "fond recollections," yet most of us of any rural recollections at all, fond or otherwise, are fast passing. Most of us today are of city birth and rearing, and will be in increasing numbers in generations to come. And then again rural life is changing—the telephone, the gas power engine, the automobile, the truck and tractor, have put another phase upon it from the time of which Riley sang. All these appliances are having a tendency to make the city man and farmer one people, and in another generation or two neither will know much of the rural life of now.

The reason Riley's child verse will live is that all children are alike in the sense that up to a certain age they are not affected by time or conditions. Any verse or song that appeals to one generation of children will appeal to all generations of children of about the same age. The children of today are just like their grandparents of the same age. Children are absolutely natural—and that is the reason, by the way, that we like them. And somebody said that the reason children were natural was that they were sure of dinner.

There are numberless examples of the fact that what appeals to one generation of children will appeal to all generations, but the best is perhaps the verse of Mrs. Mary Goose, who lived in Boston in the early part of the 17th century and who is now commonly known as Mother Goose.

It seems that she entertained her grandchildren by improvised verse; that her son-in-law, a printer and publisher, saw that what would appeal to his children would appeal to other children—that children were all alike—and he brought them out in book form.

And he was right even unto this generation and all generations.

Three states, the legislatures of which are in session, have already ratified the equal suffrage amendment to the federal constitution and the governor of New York has called a special session for the purpose of taking action upon it. It is too early to make any definite appraisal of the situation, but it is among the possibilities that every woman in the United States will have an opportunity to vote at the presidential election which will be held next year. Inasmuch as the principle of equal suffrage has in effect been accepted in this country, the action of the New York executive is the proper one, for in that state the women have already been enfranchised. Whether this state is prepared for similar action is not clear, but Governor Cornwell ought to canvass the situation carefully.

Senator Knox yesterday introduced a long resolution bearing upon the peace treaty which among other things would pledge this country to declare war whenever the peace of Europe is threatened. That is putting a very conspicuous chip upon Uncle Sam's shoulder. And at the same time it is cutting the ground from under a lot of the folks who oppose the League of Nations on the general ground that this country has no proper concern with the affairs of Europe.

Clemenceau is reported to be standing firm against any modification of the peace terms in spite of the fact that Premier Lloyd George and President Wilson are convinced that some of the German objections to the treaty are valid. This difference of opinion between the three most important negotiators is delaying the consummation of peace, but going slow about it and talking it out probably will help in making the peace more permanent.

The worst feature of the delay in Paris is that it gives opportunity and encouragement to the radicals in all countries. When the treaty is actually signed the whole Allied world will turn its face to a definite new goal, and it will from out some of the things that are now troubling it. The real danger is that these troubles will become quite formidable if they are permitted to continue unchecked for many more weeks.

## MT. HARMONY.

## Decoration at Mt. Harmony.

The annual decoration which has been observed for years at the Mt. Harmony and Carter Cemeteries will be held on next Sunday afternoon at 2 o'clock. The custom has been to have this decoration on the second Sunday in June, each year, but the date was changed for this year so as not to conflict with another decoration in that community and will be observed hereafter no doubt on the second Sunday in June as has been the custom. It is the intention to have a prominent speaker to deliver a memorial address.

## VICTORY FOR JAMISON.

In a well played game at Farmington Sunday the Jamison No. 8 team defeated the North View team of Clark county by a 10-9 score. Freshland did the twisting for Jamison and did it well, letting the Clarkburgers down on three hits and striking out twelve between. Vingle and Gable divided the batting honors, the former getting three doubles and the latter two two-base hits.

## LETTERS TO THE EDITOR.

## FREE RACE TRACK.

FAIRMONT, June 10.—[Editor the West Virginian]—While you reside in the city of Fairmont, perhaps you are not aware of the fact that in the bounds of the city limits, we have one of the finest free race tracks in this state. It begins at the Buffalo bridge and extends up Pennsylvania Avenue to city limits. This is a free for all race track, and people with all kinds of conveyances, The boy on the flat bitten gray mare, as well as the owners of the Mrs. Henry Ford and the "High-Muckey-Muckey" in their black, blue, green, red, slick, shiny, costly automobiles, all fare alike—all can go their level best and no one to interfere. Don't even have to check up when a street car stops, lot of children are on the streets. This is personal liberty with a vengeance. So Mr. Editor if you want to live in a free community, move over on Pennsylvania Avenue, and you are at liberty to speed your dirty best, even if you have no other conveyance but a wheelbarrow, or a block sled.

YOURS, FOR LIBERTY.

## TRUTHS AND TAVESTRIES

By th' Bard.

## Tenshun!

Happy Thoughts for Vacationists: No matter if you have been working at the office but three weeks tell the boss you feel the need for a rest, and ask him when you may have your summer vacation. He will probably tell you to take it immediately and stay indefinitely.

A good game to play while on a vacation is "making both ends meet". This is done by first deciding on a trip to San Francisco, which costs \$300. Start out with \$14, a bright red necktie and a quart of Extract de Jackson street which latter you may carefully manipulate until arriving in the city jail at Wheeling. If you get no farther you lose the game but if you reach Cincinnati you may be considered to have won the first point.

Flirting with pretty girls is to be recommended as a pleasant summer vacation occupation. It greatly assists in passing the time and unless the husband or big brother appears on the scene you are likely to get off with no greater damage than a breach of promise suit.

## Parade Rest!

Horatio was at the bridge because that was a favorable congregating place for the flappers of his day.

## Squads Right!

Plutarch in his Lives produced probably the one volume of biography of which every page is readable. The person who thinks that he is living in the day of wonders and modernity, should take down his Plutarch, dust the cover and read, say from Antony, the following which th' Bard came upon unexpectedly yesterday in one of his infrequent sojourns among the classics.

"Antony having thus with great valor vanquished the enemies of Caesar, took himself with great haste in an automobile to the senate-house, where for many days there did follow great rejoicings and all the inhabitants of the city did go free to the movies. That night Cassius supped at Antony's house, although Fulvia, Antony's wife, and Calpurnia, the wife of Caesar, were away at the headquarters where did congregate the supporters of suffrage for females.

"But matters did not long remain thus favorable and following a sharp passage in the Senate-house over an amendment to abolish the dealing in or partaking of spirits inductive to intoxication, it was necessary for Antony to flee to England and there embark on a Cunard liner for Grafton. It occurred however, that shortly after taking to sea, a wireless message was received telling of the victory of his party, which made it possible for him to again return to Rome.

## Mark Time!

And now they have bathing corsets (See Hartley's ad today.) It used to be that the bathing beach was the only place where the straight dope could be had on figures, and now even that is to be changed.

## Present Arms!

You can always trust the youngsters to tell the facts. Little Charlotte Koen, whose father is Burely Koen of Mannington, was sent on an errand

These Are Surely  
WHITE SKIRT  
Days  
We Feature  
31 Styles

## Courtneys' Store

Honest Values

108-110 Main St.

Refreshing Indeed  
is our  
BLOUSE SECTION  
and crowded with  
Real Values

## You're Lucky! Extremely So!

To Be Able to Purchase Such Thoroughly Distinctive Suits

As Courtneys'

## Smart Suit Models

As Confined to Our Rose-Room at

So Little a Price as

\$37.50

Their Former Prices Ranged Up to \$75.00

## On Sale Tomorrow--Thursday

Such a Sweeping Price Reduction as this, at this time of year, offering you Unrestricted Choice of this group.

## As Found in the Rose Room

is caused only by the fact that Summer Apparel clamors loudly for the space these Suits now occupy. The need for more room is imperative, so we have used no half-way measures. Our advice would be

## An Early Inspection on Thursday Morning

Truthful Advertising Courtneys' Store Dependable Merchandise



recently to deliver some eggs to a neighbor.

"Are these fresh eggs?" the neighbor asked Charlotte. "Oh mercy no. We eat the fresh ones ourselves" was the reply. Ground Arms!

Deck! Fifteen Years From Today From the Free Press.

Laura May Dunnington, who is of a very domestic nature, has recently been granted a patent on a self operating broom. All that is necessary is to take the broom into a room, tell it where to sweep the dirt, then retire softly and come back in ten minutes with a glass of lemonade with which to reward its efforts. Return to Quarters.

## TODAY IN STATE HISTORY

By E.E. MEREDITH.

The second convention of the people of Northwestern Virginia opened at Wheeling June 11, 1861. Dennis B. Dorey, of Monongalia county, was nominated for chairman by Francis H. Pierpont, of Marlinton county. Gibson Lamb Cranmer of Ohio county, was nominated for secretary by Campbell Tarr of Brooke. Both met with the approval of the delegates and were named for the position. The chairman returned thanks briefly for the distinction conferred upon him; two resolutions were adopted and the following committees named:

Committee on organization—Frances

## PARIS GREEN

Effective for destroying potato bugs, worms etc., on potatoes, cabbage and all plants and shrubbery.

1 1/2 pound, 20c.

## CRANE'S Drug Store

## FREE SERVICE

An account with this bank will entitle you to many free services extended to our patrons. Safety for your funds, advice in financial matters, a record of your deposits and payments by check and your financial transactions with the Government are a few of the many free services. Open an account and let us demonstrate our ability and willingness to serve you.

THE PEOPLES NATIONAL BANK.  
CAPITAL \$200,000.00

## A Colonial Pump

of Patent Kid. Extra value at \$75.00. Other models in plain pumps and Oxford at \$5, \$6, \$7 and \$8.

See Our Low Heel Models

Shurtleff & Welton  
"SHOES" THAT SATISFY

## One Can Be Proud of Footwear Like This

Footwear that satisfies you is commendable. But this store aims to give you even more. We want to give you footwear you will be proud to wear.

Distinctive gracefulness of line and naturalness of fit is always associated with Shurtleff and Weltons footwear. It is prized by women who seek the utmost in fashion.

## PARIS GARTERS

NO METAL CAN TOUCH YOU



merit your decided preference because they give you the utmost in comfort and service. You choose from styles at 35¢ to 75¢ thereby confirming that each grade represents the best value obtainable at the price you pay.

A. STEIN'S COMPANY  
Makers Children's HICKORY Garters

Chicago 619 New York

IMITATIONS - AT ANY PRICE - COST YOU TOO MUCH

## RUFF STUFF

Well, it's all over.

And father has no further excuse to stall about the work in the garden.

As far as mother is concerned she can concentrate her mind on the landslide of the states toward votes for women.

But of course there is the question of candidates.

Who is your favorite for membership on the Board of Directors?

Nobody is barred, statements to the contrary during the charter campaign notwithstanding.

Phil Knox, senator from Pennsylvania, is about as big as a peanut.

But the monkey wrench he hurled into the cogs of Woodrow's peace machine yesterday was the biggest thing that has been handed out in Washington in many a day.

It means that there is going to be a first class shindy over the treaty ratification.

And politically speaking there will not be enough left of the guys on the losing side to hold an autopsy over when it is ended.

As to which side is going to figure as the victim of the accident your guess is as good as the next fellow's just now.

Those guys who pulled that lynching down near Uniontown certainly made a complete job of it.

But if we understand the psychology of lynching it must have been a very unsatisfactory affair.

What is the use of lynching a man if you can't call the whole world to witness your display of righteous anger?

Of course it is hot—

But it is not as hot as it can be when it tries real hard.

So cheer up.